

Message Text

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TAGS: BEXP, HO
SUBJ: ADS REQUEST FOR J. GERBER & CO., NEW YORK, N.Y.

REF: USDOC REQUEST DATED OCT. 18, 1977

THE FOLLOWING FIRMS HAVE BEEN CONTACTED INDIVIDUALLY AND
HAVE EXPRESSED AN INTEREST IN REPRESENTING J. GERBER AS
DISTRIBUTORS FOR WALTON HUMIDIFICATION EQUIPMENT.

1. COMERCIO E INVERSIONES, S.A.
3 AVE., 4 CALLE S.O. 18; P.O. BOX 319, SAN PEDRO SULA, HONDURAS
CONTACT: BENJAMIN MEMBRENO, PRESIDENT, PHONE: 52-3736, CABLE: COMI
N

COMMENT: FIRM IS INTERESTED IN DISTRUBUTING WALTON HUNIDIFIERS AS
AN ADDITION TO ITS LINES OF AIR CONDITIONERS AND ELECTRICAL
HOUSEHOLD APPLIANCES. COMIN IS A FAIRLY NEW FIRM, BUT ITS
OWNERS ARE EXPERIENCED AND AGGRESSIVE BUSINESSMEN AND COULD
HANDLE THIS LINE VERY EFFECTIVELY.

2. S.J. CANAHUATI E HIJOS, S. DE R.L.
EDIFICIO REYES ZELAYA, 3 AVE. 4 CALLE, TEGUCIGALPA, D.C., HONDURAS
CONTACT: MIGUEL CANAHUATI, PARTNER AND MANAGER
PHONE: 22-9284, CABLE: CANAHUATI, TEGUCIGALPA.

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COMMENT: MR. CANAHUATI INDICATED THAT LOCAL MARKET IS SMALL AND
DEMAND FOR WALTON HUMIDIFIZGS WOULD BE LIMITED. THUS HE COULD
REPRESENT J. GERBER MORE ENFECTIVELY FOR THIS LINE ON A COMMISSION
BASIS. FIRM HAS CAPABLE SALES FORCE CALLING ON INDUSTRY
THROUGHOUT HONDURAS. FIRM PRIMARILY HANDLES ELECTRICAL HOUSEHOLD
APPLIANCES AND ELECTRIC
MIC APPARATUS AND EQUIPMENT.

3. AC MULTISERVICES CO

EDIFICIO BANCO DE HONDURAS 411, SAN PEDRO SULA, HONDURAS

CONTACT: JOSE ANTONIO GASTELLANOS, MANAGER AND OWNER., PHONE: 52-3

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COMMENT: FIRM IS VERY INTERESTED IN WALTON LINE IF PRICES ARE COMPETITIVE. FIRM IS FAIRLY NEW BUT OWNER IS EXPERIENCED AND AGGRESSIVE BUSINESSMAN COVERING ENTIRE COUNTRY.

4. ZOODIACK, S. DE R.L.

2 CALLE S.O. NO. 1, SAN PEDRO SULA, HONDURAS

CONTACT: HENRY A. KATTAN, MANAGER, PHONE: 52-0301

CABLE: ANKA, SAN PEDRO SULA

COMMENT: FIRM IS INTERESTED IN WALTON HUMIDIFIERS, ESPECIALLY THOSE DESIGNED FOR HOSPITALS, HOMES AND SIMILAR INSTITUTIONS. FIRM IS FAIRLY NEW, BUT PARTNERS ARE EXPERIENCED BUSINESSMEN WHO HAVE INTERESTS IN OTHER BUSINESSES.

5. GONZALO ARMANDO RIVERA, S. DE R.L.

APARTADO POSTAL 347, TEGUCIGALPA, D.C., HONDURAS

CONTACT: GONZALO ARMANDO RIVERA, MANAGER AND ONWER

PHONE: 22-7375, CABLE: GONZALO

ZACOMMENT: FIRM IS INTERESTED IN DISTRIBUTING WALTON HUMIDIFIERS FOR INSTITUTIONAL AND HOME USE; INDUSTRIAL HUMIDIFICATION
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EQUIPMENT WOULD BE ON COMMISSION BASIS. MR. RIVERA HAS MANY YEARS EXPERIENCE IN DISTRIBUTING AND REPRESENTING FOREIGN FIRMS AND IS CONTEMPLATING EXPANDING HIS BUSINESS TO INCLUDE ALL CENTRAL AMERICAN COUNTRIES.

APPROVED: J. STAHLMAN, PREPARED: H. CASTILLO.
JARAMILLO

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